

ABSTRACT

THESIS: Menstruation: How the Story We Tell Online Impacts the Menstrual Stigma

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Social media has changed how we interact, especially to the extent that it allows us to participate in global discussions about controversial or difficult topics. Historically, menstruation has been a subject that was never meant to be mentioned outside the home and is still heavily stigmatized today. Looking at a series of tweets from 2018, this project examines how the story of menstruation is told online. A content analysis of 675 tweets suggests that online discussions of menstruation could be lessening the menstrual stigma through discussion and advocacy.